

Motivational Letter

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Whenever I make a certain purchase I find myself in a moment when I question why I made it. People might have an impression that marketing is just about partnerships, talking, and selling a product, but truly, the art of persuading is the most impactful element in the marketing industry.

I came to this realisation after my internship at the biggest coffee company in Romania, "5 to go". My admiration for business led me to discover my passion for understanding the mind of the public that is making the decision of buying products and how will I be able to influence their decision. After taking some time to conceive this dilemma by analysing my belongings, I have got to my conclusion. As I mentioned before, alluring people is the key and it is done best through advertising. The marketing manager at "5 to go" mentioned that it only takes a few seconds for a person to determine whether they are going to purchase it or not. I strongly believe that was the moment I realised I wanted to study marketing. I am excited to broaden my vision at Anglo American University in Prague.

Throughout the years I have had the opportunity to try many extracurricular activities. Being an only child I was always seeking relationships outside of my family, so my parents enrolled me in different team sports, for instance, basketball, swimming, zumba, and athletics. Owing to them I developed my ability to work in a group, and my communication skills, but I also evolved by learning from criticism. When I got older I joined a volunteering program at "Proedus" which reinforced my desire to research various topics by planning events. The last event I took part in was aiming to find homes for abandoned dogs. It took a lot of effort to convince random people to take this responsibility into their own hands, but I definitely improved my creativity by coming up with a way to persuade them.

Every time I think about studying marketing I envisage myself embodying a fortune teller, but riskier. In this industry, creativity is the essence of success. Being able to predict whether a product will have a favorable outcome and will be admired by many is similar to forecasting the future. I have an inquisitive mind which means I will do my research on

subjects I know less about in order to find out more. Passionate about social media, trends, ways of communication, and advertisement I acknowledged fulfillment in finding possibilities to sell, promote and do research. During my internship I had the opportunity to attend business meetings with partners from "Alpro" and "RedBull", met future franchisees, and organised an event in a stadium.

I am eager to build upon my experiences and further explore the marketing industry at Anglo American University. Living in Prague, a country well known for not only the high quality of life and education but also for evolved technology, and the business corporation, will complement perfectly my positive attitude towards life and work.